

Report Title: **Report of fundraising consultants**

Report of: **Duncan Wilson, Chief Executive Alexandra Palace Charitable Trust**

**1. Purpose**

1.1 To inform the Board of the findings of the report and seek its views on the main recommendations

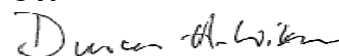
**2. Recommendations**

2.1 That APPCT consider launching a significant fundraising campaign using a small in-house team (recruiting one full time and one part time post) and some consultancy support during the development phase;

2.2 That we adopt the approach of challenging the private charitable sector of matching the Council's allocation of match funding to the HLF project, giving a new target over five years of about £7m from trusts and foundations, corporate donors and wealthy individuals;

2.3 That the Trust considers setting up a separate Development Board to take forward this work. This would reassure donors that their gifts were being allocated to additional and worthy projects and not just supporting the underlying deficit.

Report Authorised by: **Duncan Wilson, Chief Executive APPCT.**



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**3. Executive Summary**

3.1 The report (attached at Appendix 1) assesses the fundraising potential of APP and sets out the arguments in relation to each of the key recommendations above.

3.2 The consultants appointed were competitively selected and have a good track record of working on arts and cultural projects

3.3 We therefore recommend that we take forward their main recommendations outlined above, in particular recruiting a fundraising manager (subject to budgetary approval) and then commissioning the appropriate "due diligence" checks on the feasibility of setting up a separate Development Board. The intention would be to bring a detailed proposal to the next Board meeting.

**4. Reasons for any change in policy or for new policy development (if applicable)**

4.1 N/A

**5. Local Government (Access to Information) Act 1985**

5.1 N/A

## **6.0 Background**

- 6.1 The HLF project budget includes an allocation of £20k for fundraising development in Stage 1 of the project. This has covered most of the cost of this exercise, which has put the Trust in a much stronger position to take forward the project against an independently validated fundraising strategy.
- 6.2 The £7m target which “Wonderbird” suggest is much more ambitious than previous estimates of our potential, but indicates that we should be raising our sights. More detailed work once we have recruited a specialist fundraiser will give us more detailed reassurance and may result in a revised target, but in any case it seems fairly certain that there would be a strong positive return on fundraising investment for the Trust.
- 6.3 The relationship of the proposed Development Board to the main Board and the way we go about identifying suitable candidates will be an important consideration.

## **7.0 Legal Implications**

- 7.1 The Council’s Assistant Director, Corporate Governance, has been consulted in the preparation of this report, and has no comments.

## **8 Financial Implications**

- 8.1 The Chief Finance Officer draws the Board’s attention to the fact that the funding from LB Haringey of circa £7m mentioned in the Appendix still has yet to be formally confirmed by Full Council. Furthermore any decisions in relation to the historic debt with the Council are member decisions to be made by Full council and are not a S151 responsibility.

## **9 Use of Appendices**

- 9.1 Fundraising report by specialist consultants